

# Wyoming Libraries



a different approach to marketing libraries



W. W. WILSON





CARNEGIE LIBRARY

S MAIN ST  
BETH



no more shhning!





Following items meet your needs?

Excellent

Good

Fair

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# SUPER LIBRARIAN



**BREAKING  
NEWS**

**RESOURCES  
FOR LIBRARIANS**



Put it in Writing



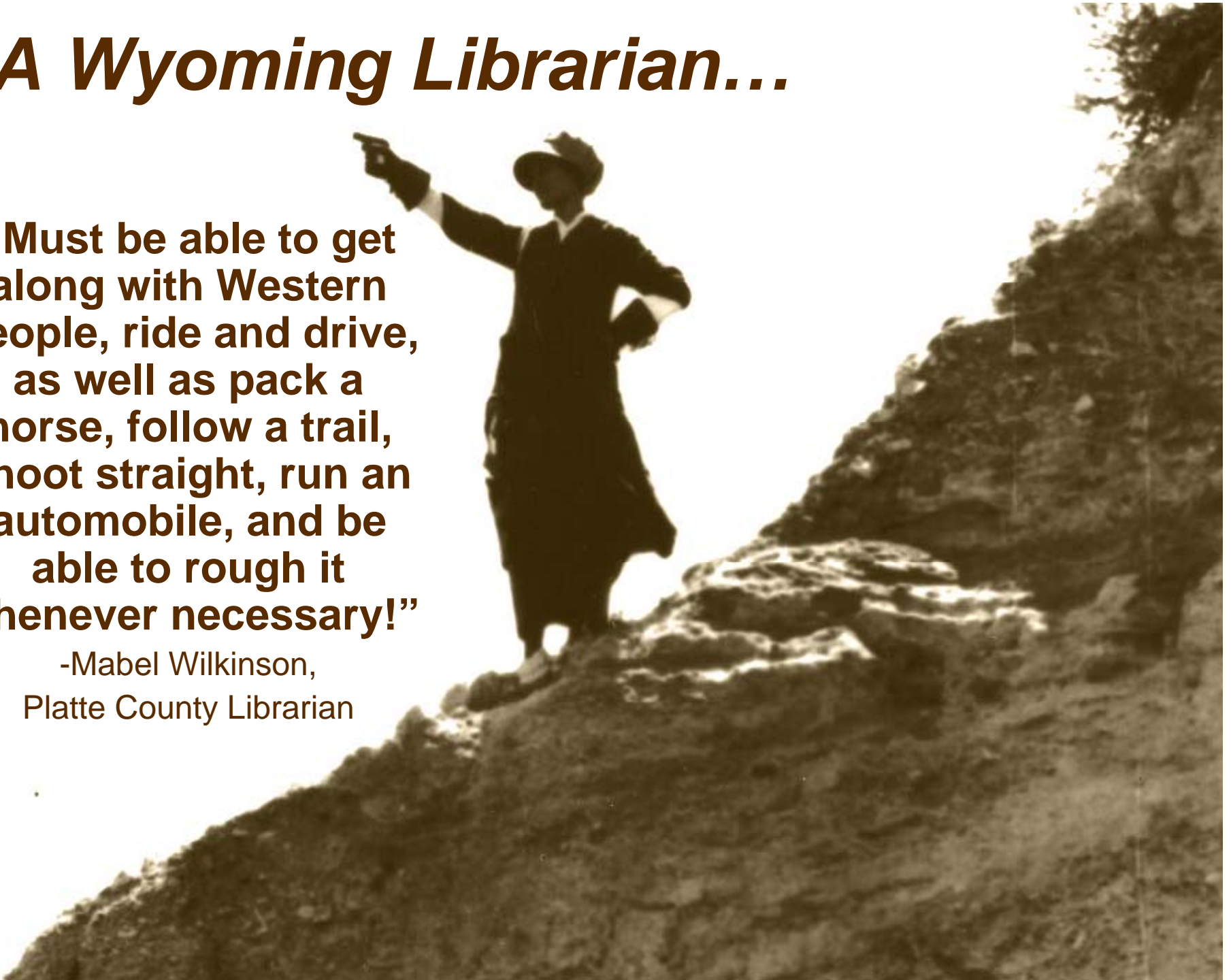
Your library<sup>TM</sup>

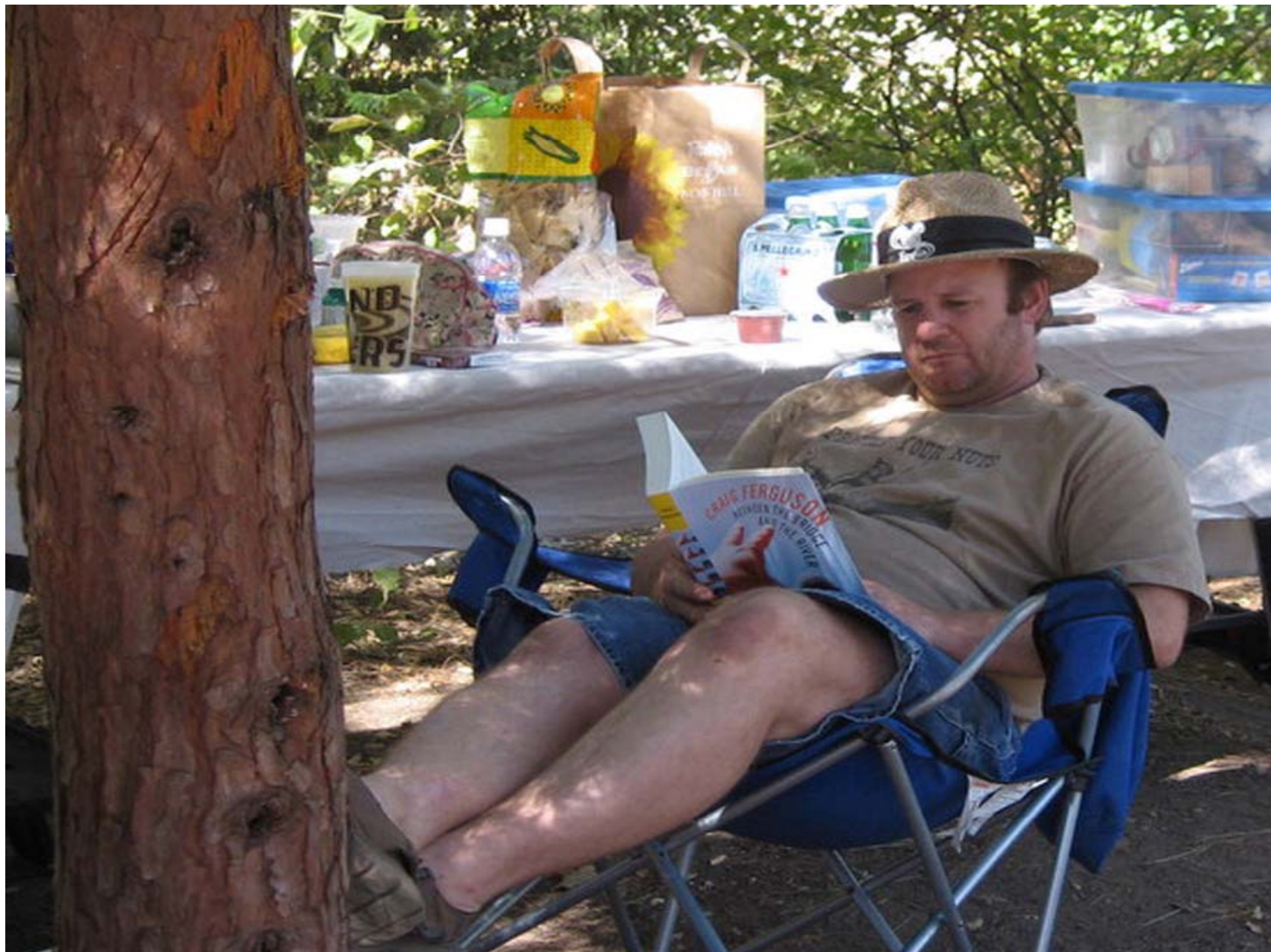


# ***A Wyoming Librarian...***

**“Must be able to get along with Western people, ride and drive, as well as pack a horse, follow a trail, shoot straight, run an automobile, and be able to rough it whenever necessary!”**

-Mabel Wilkinson,  
Platte County Librarian





One day he will forget his homework, his curfew, and even all about her.  
However, the spirit of the West will stay with him forever.

The West is alive in Wyoming. It's a place where amblin' is still a pastime and the range still open. From the majestic Tetons across undiscovered places to historic Fort Laramie, with hitchin' posts in between, Wyoming is the last way West. And all you have to do is look for it. Visit [wyomingtourism.org](http://wyomingtourism.org) or call 1.800.225.5996. ◀



Forever West™



**WYOMING  
LIBRARIES**





**WYOMING  
LIBRARIES**

**A WORLD OF INSPIRATION AWAITS YOU  
AND ALL YOUR FRIENDS.**

[wyominglibraries.org](http://wyominglibraries.org)



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**WYOMING LIBRARIES**

**BRINGING THE WORLD TO WYOMING.**

[wyominglibraries.org](http://wyominglibraries.org)

*Julian Green*  
**PARIS**

CONNECTING  
**PEOPLE**  
WITH  
**PEOPLE**

**American Nat**

1912 CAPITAL  
CHEYENNE, W

307 - 634

ANBBAN

Member FDIC

**NEXTMEDIA**

A billboard advertisement for Wyoming Libraries. The main image shows a horse pulling a wooden cart in a field under a cloudy sky. A DVD case for the movie 'The Lone Ranger' is shown on the right. The text at the bottom reads: 'WYOMING LIBRARIES', 'A WORLD OF INSPIRATION AWAITS YOU AND ALL YOUR FRIENDS.', and 'wyominglibraries.org'.

FORUM 619  
FOR  
WASH

WASH



**WYOMING  
LIBRARIES**

**BRINGING THE WORLD TO WYOMING.**

[wyominglibraries.org](http://wyominglibraries.org)



BE INSPIRED BY WYOMING LIBRARIES...  
AT THE WYOMING LIBRARY  
ASSOCIATION RECEPTION **THIS EVENING**  
AT THE PLAINS HOTEL BALLROOM



LIBRARY CARD



WYOMING  
LIBRARIES



DAVE FREUDENTHAL  
200 W. 24th Street

BE INSPIRED BY WYOMING LIBRARIES...  
AT THE WYOMING LIBRARY  
ASSOCIATION RECEPTION **THIS EVENING**  
AT THE PLAINS HOTEL BALLROOM



LIBRARY CARD



LIBRARY CARD



WYOMING  
LIBRARIES



GOV. FREUDENTHAL  
200 West 24th Street  
Cheyenne, WY 82002

## DO YOU HAVE YOUR LIBRARY CARD?

IF FOUND please return this card to the nearest library and enjoy statewide access to the latest, or the greatest, in music, movies, books, as well as on-line resources. It's your library. Use it to fill your head.

2301 Capitol Avenue, Cheyenne, Wyoming 82002-0060  
TEL 307 777 6333 FAX 307 777 6289 ARIEL 159.238.10634  
HOURS Mon-Fri 8 am-5 pm WEB [wyominglibraries.org](http://wyominglibraries.org)



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## WYOMING LIBRARIES



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MEMBERSHIP

### A FREE OFFER SURE TO GET YOUR MOTOR RUNNING.

Free stickers are available here! Plus, with your Wyoming library card, you'll have exclusive access to all the **Chilton Automotive Service Guides** online. Unlimited access to automotive knowledge waits. Discover the latest, or the greatest, in music, movies, books, as well as online resources by visiting [www.wyominglibraries.org](http://www.wyominglibraries.org), or stopping by your local library.





**COWBOYS  
GET THEIR  
BOOKS AT COE**

**Enjoy the Story**

**Enjoy the Story**

**You Can Have My Book  
When You Pry It From  
My Cold Dead Fingers.**

[wyominglibraries.org](http://wyominglibraries.org)



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LIBRARIES**

**MY OTHER CARD  
IS A LIBRARY CARD.**

[wyominglibraries.org](http://wyominglibraries.org)



**WYOMING  
LIBRARIES**

**If you can read this you  
might enjoy the library.**

[wyominglibraries.org](http://wyominglibraries.org)



**WYOMING  
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I am a librarian at the Baltimore County Public Library, and my colleague and I are in awe over the marketing campaign you are using in WY. It's fantastic, to say the least.

~Maryland

I was appalled by the use of the "mud flap woman" to advocate library use. In a female dominated profession, one would hope this wretched, misogynist image of the "ideal" woman would not be acknowledged as worthy of use for anything other than decimating women as objects.

~Ohio

As librarians we want to express our support for your library's outstanding ad campaign and our regret of our profession's apparent phobia of anything innovative. Please accept our moral support and encouragement, and please do not capitulate to those colleagues of ours who fear change, fear humor, fear seemingly everything that will keep our profession vital in the 21st century.

~North Carolina



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**SHELF CHECK #93 - BY POESYGALORE**

www.toondoo.com

What people don't seem to realize is that I never WAS a representation of a woman. I'm a concept, an idea.



I don't "refer" to real women any more than a silhouette of a unicorn refers to a real animal. I refer to the thrill of the open road, maybe...

...and the joy of—I don't care WHO you are, you feel it—listening to ZZ Top once in a while.



C'mon, sing it with me:

She's got DATABASES. She knows how to use them...

Damn. I need to start working out.



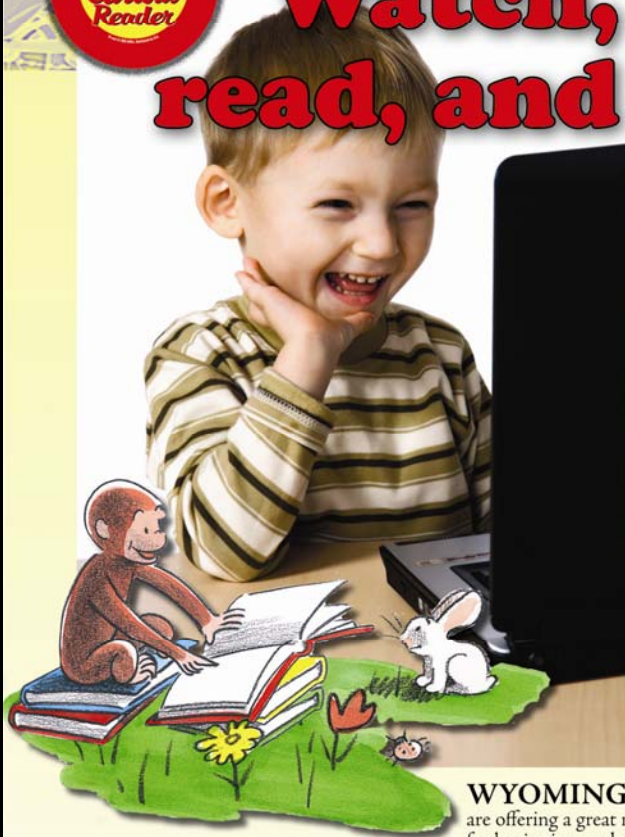
shelfcheck.blogspot.com





# Watch, read, and

# L E A R N



Check out *Curious George* and several of your other favorite books!

<http://gowyld.net/dbases>

For more information, go to your local library.

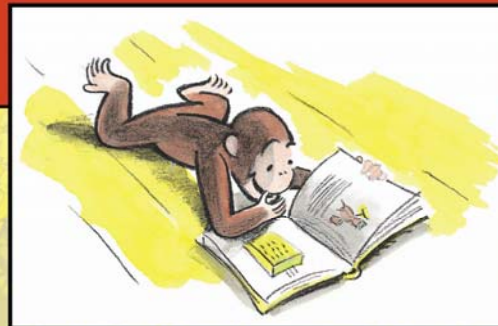
WYOMING LIBRARIES are offering a great new **FREE** online resource for beginning readers. Scholastic's **BookFlix** pairs classic video storybooks with related nonfiction to build a love of reading and learning. An engaging way to link fact and fiction, BookFlix reinforces early reading skills and introduces children to a world of knowledge and exploration.

## Building a love of reading and learning for Wyoming's children!



# Watch, read, and learn

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# Watch, read, and learn

Building a love of reading and learning for Wyoming's children.



*spread the word...*

Go **GREEN** with  
Wyoming Libraries

**borrow** ♻️ **use** ♻️ **return**

[www.wyominglibraries.org](http://www.wyominglibraries.org)

Why join the navy if you  
can be a pirate?

~Steve Jobs



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